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Synopsis for Ph.D. registration

on

Digital Marketing Strategy of Branded Apparel in India: A Case Study of Top Four branded Apparel Companies.

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Introduction

Branded product play a vital role in the global market especially in Indian markets, the country economic growth is rapidly changing and moreover people life style, purchase behavior and purchase power is consistently increasing since globalization. The apparels industry in India is one of the growing segments and its contribution to Indian GDP rate is 4%. This sectors creates second largest employment opportunities which gives direct 51million and indirect 68 millions in Indian employment market. The readymade trade growth is 30% increases in textile market. For the past two decades many multinational brands influence our Indian consumers to purchase more variety and attracted fashions branded apparels, based on the international competitions Indian branded apparels also empowering their design, quality, fashion, pricing distribution and other aspects to compete at domestic and international level markets. After globalization Indian branded apparels products creates a revolution for rural and urban people with cheap price and varieties of apparels for men and women's. Mid 80's people believe only the tailors to stitch their dresses including pant, shirts, chudidhar, blows etc., but in the competitive branded apparels markets the players promoting readymade brands in different category of people dresses in the need of hour. The major players dominating in Indian readymade market like Pantaloons, Reliance, Shoppers, Madura, Zodiac, Aravinth, Raymonds etc.

Brand

The American Marketing Association (AMA) definition of a brand is "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors". The other meaning of brand, it is an idea or image of particular product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image of the product or services. A brand is the sum of all attributes inherent to a product or service, used to develop its identity in the market. It goes beyond mere visual elements and forms an intangible asset that sets the offering apart from others.[1]

Historical Origins of Branding

The practice of branding dates back to ancient times. Around 2,700 BCE, Egyptian cattle owners would burn their unique mark (or brand) onto their cattle to differentiate them from

[1] www.feedough.com/what-is-brand-meaning-brand/

others. Interestingly, the term “brand” itself is derived from the Old Norse word “brandr,” meaning 'to burn’

In the late 1800s, Coca-Cola pioneered modern branding techniques. They painted everything in their brand color, patented their bottle design, and prominently displayed logos on their products. This strategic approach set them apart from generic competitors.

Importance of Developing a Brand

- **Gives Identity:** A brand assigns tangible and intangible attributes like name, logo, colors, voice, and shape to the offering. These elements collectively create a personality and identity in the market.
- **AidsRecognitionandDifferentiation:** Branded products are easily recognized and stand out amidst similar offerings.
- **Facilitates Marketing:** Promoting a branded product is more effective than promoting a non-branded one.
- **Increases Value:** A brand becomes an intangible asset with its own value, enhancing the overall worth of the offering.
- **Builds Trust:** An identifiable product inspires trust among consumers.

Types of Brands

Brands can be categorized into two main types:

- **Offering Brand:** Built around a tangible or intangible offering (e.g., a product, service, place, event, or cause).
- **Reference Brand:** The consumer’s touchstone—the brand against which all competing brands are compared. Reference brands are meticulously developed through positive experiences, creating a mental wall of trust and recognition.[2]

A Brand is not merely a logo; it’s the essence that distinguishes an offering in the market. Understanding this distinction is crucial for effective branding. A Brand is like a unique fingerprint—it leaves an indelible mark on the consumer’s perception.

Branded Apparel

Apparel is especially a way of communicating one’s self-image to the surroundings. The apparel industry is one business where branding is a common way for companies to

[2] https://www.mediapost.com/publications/article/330372/become-a-reference-brand-leveraging-consumer-psyc.html

differentiate from competition and gain competitive advantage. According to Baskin, (2003), when a customer purchases a branded product, the purchase is carried out with the intention that the product and the brand shall reflect the buyer's image and lifestyle. This becomes a way to communicate ones personality. It can especially be observed within in the clothing industry where individuals' clothes reflect parts of his/her image.

Indian textile industry is one of the leading textile industries in the world. Though was predominantly unorganized industry even a few years back, but the scenario started changing after the economic liberalization of Indian economy in 1991. Further, the textile industry of India contributes nearly 14 percent of the total industrial production of the country. It contributes about 3 percent to the GDP of the country. Indian textile industry is the largest in the country in terms of employment generation. It not only generates jobs in its own industry, but opens up scopes for the other ancillary sectors. Indian textile industry currently generates employment to more than 35 million people. In today's modern India more and more people are switching on to branded apparel than non-branded ones. Increase in the income of consumers, increase in literacy level among consumers, globalization, increase in purchasing power and consumer consciousness towards fashion are the important factors which create demand for branded apparels in India. Liberty Shirts was the first company to sell shirts under its brand name in India during 1950's. Then there was no looking back for the branded apparel market. Many national as well as international brands have established themselves in Indian garment industry. Branded apparels captivated the market of both menswear and women's wear and slowly catching up in children wear segment. Media and promotions have been the sole reasons for the brand awareness and consciousness among the Generation Y. This is the new trend that more and more young people are buying clothes which are of a particular reputed brand. When they are out shopping in a chic shopping mall they are sure to visit one of the big brands to buy a pair of jeans or a shirt from the shop. Today the youth are eager to shell out a fortune to buy branded cloths. The common concept is that the clothing brands provide high quality and great comfort. Most people tend to go and buy which are highly reputed and have a brand value. By brand value people mean by the quality, the price and the style. Being brand conscious is the new fashion mantra which has caught on like forest fire. The increased income levels help the young people to buy from big clothing brands with much ease and comfort. It came to light as from the findings of the survey of 2000 youngsters (13-21 years) to evaluate their apparel purchasing power. Some of the key findings from the survey are: 35% of respondents (with both parents working) spend as much as Rs 5000 per month on branded apparels. For them, it is the brand and not the price that matters.

20% of the total respondents spend approximately Rs 3500-4500 on buying branded apparels.

60% of the respondents said that they have cluttered closets implying that they buy more than they wear. For youngsters, branded clothes are a symbol of staying ahead among their peers and means that they get their hands on latest 'in-thing' in the market whether they really need it or not. Cinema stars, Sportspersons and models are role model for Indian youngsters when it comes to branded apparels. No surprises here too as youngsters are influenced by these celebrities and go their way in emulating their screen idols.

Digital Marketing: A Definition

Digital marketing in apparel industry refers to the use of various digital channels and technologies to promote and sell apparel products and services. There are many digital marketing channels and tactics used in the apparel industry. It is basically up to you to find out which would work for you the best -you can use them all too if you'd like! You can use social media marketing to connect with customers, show case your products, and ultimately promote your brand by using social media platforms like Instagram, Pinterest, TikTok and so on.

While utilizing social media strategies for branded apparel, you can also consider benefiting from one of the best ways to engage with your target audience: Influencer marketing. This is a strategy where apparel brands collaborate with social media influencers to promote their products to their followers. A digital marketing strategy allows you to leverage different digital channels–such as social media, pay-per-click, search engine optimization, and email marketing–to connect with existing customers and individuals interested in your products or services. As a result, you can build a brand, provide a great customer experience, bring in potential customers, and more. Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Essentially, if a marketing campaign involves digital communication, it's digital marketing.[3]

Digital marketing in India

[3] https://mailchimp.com/marketing-glossary/digital-marketing/#:~:text=In%20practice%2C%20digital%20marketing%20typically,ads%20and%20social%20media%20posts.

Digital marketing was first heard of in India during 1980-90 when it was still nascent. The evolution of digital marketing happened in stages, around 1996 when computers and laptops first arrived on the scene. Digital marketing can be roughly defined as promoting a brand via the Internet, and of course, the electronic media. With the advent of the World Wide Web, digital marketing got a new impetus, which was further aided by the developments in creating Web platforms. Added to this were the technologies to develop websites, which helped portray a brand better, and aided faster interaction over the net. Until this time, advertisers used traditional methods like radio, TV, and print media for advertising. However, digital marketing enables marketers to deliver messages much faster and to niche groups known as the target audience in digital marketing terminology.

Case 1: Aditya Birla Fashion & Retail Ltd.

Aditya Birla Fashion & Retail Ltd. (ABFRL) is one of India's largest and most well-established fashion retail companies, part of the Aditya Birla Group, a leading Indian multinational conglomerate. Below is an overview of its history and market position:

Brief History:

ABFRL is part of a leading Indian conglomerate, Aditya Birla Group. With revenue of US$ 1.7 billion and spanning a retail space of 11.9 million sq.ft. (as on March 31, 2024), Aditya Birla Fashion and Retail Limited (ABFRL) is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

ABFRL emerged after the consolidation of the branded apparel businesses of Aditya Birla Group comprising ABNL's Madura Fashion division and ABNL's subsidiaries - Pantaloons Fashion and Retail (PFRL) and Madura Fashion & Lifestyle (MFL) in May 2015. Post the consolidation, PFRL was renamed Aditya Birla Fashion and Retail Ltd.

ABFRL brings together the learnings and businesses of two renowned Indian fashion icons, Madura Fashion & Lifestyle and Pantaloons creating a synergistic core that will act as the nucleus of the future fashion businesses of Aditya Birla Group.

As a fashion conglomerate, ABFRL has a strong network of 4664 brand stores across the country. It is present across 37,205 multi-brand outlets and 9,563+ shop in shop across India as on March 31, 2024.

It has a repertoire of leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years. Pantaloons is one of India's leading fashion retailers.

ABFRL's International Brands portfolio includes - The Collective – India's largest multi-brand retailer of international brands. ABFRL has long-term exclusive partnerships with select brands such as Ralph Lauren, Hackett London, Simon Carter, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok and Galeries Lafayette.

The Company's Van Heusen Innerwear, Athleisure and Activewear is establishing itself as India's most innovative and fashionable brand. ABFRL's foray into branded ethnic wear business includes brands such as Jaypore, Tasva & Marigold Lane. ABFRL also has strategic partnerships with leading Indian designers including 'Shantnu & Nikhil', 'Tarun Tahiliani', 'Sabyasachi' and 'House of Masaba'.[4]

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of digital-first brands under its technology-led 'House of D2C Brands' venture - TMRW. TMRW is on a path to building a portfolio of digital-first brands in partnership with founders of emerging brands in the eCommerce market. With a focus on Fashion & Lifestyle categories, TMRW is building a portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.

Market Position:

Aditya Birla Fashion & Retail Ltd. (ABFRL) is a prominent player in the fashion retail industry, holding a strong position across both premium and value segments through its diverse brand portfolio. It operates across multiple channels, including exclusive brand outlets, multi-brand outlets, department stores, and e-commerce platforms. The company's brand portfolio features renowned premium brands such as Louis Philippe, Van Heusen, Allen Solly, and Peter England, as well as Pantaloons, a popular chain catering to value-conscious customers with a wide range of apparel. ABFRL has also established international ties with global brands like Ralph Lauren, Ted Baker, and Simon Carter to bring international fashion to India. With over 3,500 stores across India and a robust digital presence, ABFRL boasts a comprehensive distribution network and extensive market reach. The company is on a strong growth trajectory, driven by increasing urbanization, higher disposable incomes, and a rising preference for branded apparel. ABFRL is committed to sustainability, focusing on eco-friendly production practices and digital transformation through omnichannel strategies and advanced supply chain management. Additionally, the company continues to expand its footprint both physically and

[4] https://www.adityabirla.com/businesses/companies/aditya-birla-fashion-and-retail-limited-abfrl/

digitally, with strategic acquisitions like Jaypore and Shantanu & Nikhil enhancing its brand portfolio.

Competitive Landscape:

ABFRL competes with other large retail companies like Reliance Retail, Shoppers Stop, and Future Group, as well as smaller, niche players. Its comprehensive brand portfolio, backed by strong financial resources from the Aditya Birla Group, gives it a competitive edge.
ABFRL has firmly established itself as a key player in the branded apparel market in India, with a focus on long-term growth and sustainable fashion practices.

Digital Marketing strategy:

Aditya Birla Fashion & Retail Ltd. (ABFRL) employs a comprehensive digital marketing strategy to strengthen its brand presence and customer engagement. Key elements include:

- **Omnichannel Integration**: Seamless shopping experiences across online and offline platforms, with advanced inventory management and AI-driven personalization.
- **E-commerce & Marketplaces**: Strong digital presence through brand websites and partnerships with platforms like Myntra and Amazon.
- **Social Media & Influencers**: Active on platforms like Instagram and Facebook, leveraging influencers and user-generated content to engage with consumers.
- **Content Marketing**: Fashion blogs, interactive videos, and seasonal campaigns help build brand authority and customer loyalty.
- **Data-Driven Personalization**: Advanced analytics are used for personalized email marketing, targeted ads, and customer segmentation.

The success metrics of Aditya Birla Fashion & Retail Ltd.'s (ABFRL) digital marketing strategy:

- **Revenue Growth**: Increased online sales and contributions from omnichannel efforts, showing successful digital integration.
- **Conversion Rate**: The percentage of website or app visitors converting into customers, indicating the effectiveness of digital campaigns.
- **Customer Engagement**: Measured by website traffic, social media interactions (likes, comments, shares), and influencer campaign reach.

- **Customer Retention and Loyalty**: High repeat purchase rates and active participation in loyalty programs, reflecting customer satisfaction.
- **Customer Satisfaction**: Positive product reviews and a strong Net Promoter Score (NPS), indicating high levels of customer trust.
- **Return on Investment (ROI)**: ROI and Return on Ad Spend (ROAS) highlight the efficiency of digital marketing investments.

Success metrics

Aditya Birla Fashion & Retail Ltd. (ABFRL) evaluates the success of its digital marketing strategy through a comprehensive set of metrics. Key indicators include revenue growth from online and omnichannel sales, with a focus on increasing conversion rates from website visitors. Customer engagement is measured by website traffic, social media interactions, and the reach of influencer collaborations. High retention rates and active loyalty program participation demonstrate strong brand loyalty, while customer satisfaction is reflected in positive reviews and a solid Net Promoter Score (NPS).[5] The company also tracks return on investment (ROI) and Return on Ad Spend (ROAS) to gauge the efficiency of its marketing efforts, while monitoring customer acquisition costs (CAC) to ensure cost-effective growth

Challenges and opportunities:

Aditya Birla Fashion & Retail Ltd. (ABFRL) encounters several challenges and opportunities in the fashion industry. The company faces intense competition from both domestic and international brands, which impacts pricing and innovation. Adapting to evolving fashion trends and consumer preferences while maintaining brand relevance is also challenging. Supply chain disruptions, including raw material shortages and logistical issues, can affect inventory and efficiency. Additionally, significant investment in digital transformation, such as e-commerce and data analytics, is required. There is growing pressure to adopt sustainable and ethical practices, and economic fluctuations can influence retail sales and profitability.[6]

However, ABFRL has ample opportunities for growth. The rise of e-commerce presents a chance to expand its digital presence and reach a larger audience. Omnichannel retailing can enhance the customer experience by integrating online and offline channels. Expanding the brand portfolio through acquisitions or partnerships with emerging and international brands

[5] www.abfrl.com

[6] https://www.gpsudhakar.com/business-case-study-aditya-birla-fashion-and-retail-a-case-study-of-no-look-back-fashion-only-growth/

can tap into new markets. Investing in sustainability can attract environmentally conscious consumers and boost brand loyalty. Technological advancements, including AI and data analytics, offer potential improvements in personalization and operational efficiency. Additionally, penetrating untapped geographic markets, particularly in tier-2 and tier-3 cities and internationally, and enhancing customer experience through personalized marketing and loyalty programs can drive engagement and growth.

Case 2 : Biba Apparel Pvt. Ltd.

Biba Apparel Private Limited is a prominent Indian fashion brand specializing in women's ethnic wear. Here's a brief overview of its history and market position:

Brief History:

In 1983 Meena Bindra chose to celebrate the spirit of 'Biba', the Punjabi endearment for pretty women, by designing clothes from her house in Mumbai. She tells SOMA BASU how it became her life's journey and brand BIBA rose to be the market leader in Indian women ethnic wear Fresh from receiving the APEX Lifetime Achievement Award-2015, the premier award of the Indian apparel industry given by the Clothing Manufacturers' Association of India annually, Meena Bindra is on to conquering another big dream. "I want BIBA to be a global brand," she says as the chairperson of her trailblazing company and would as much love to launch her stores in Dubai and London.[7]

- **Initial Growth**: The company initially operated from a modest setup in Mumbai and quickly gained popularity for its vibrant, trendy, and affordable ethnic wear.
- **Expansion**: Over the years, Biba expanded its product range to include a variety of ethnic wear, including kurtas, salwar suits, and accessories. The brand also began opening exclusive retail stores across major cities in India.
- **Retail Milestones**: Biba's first flagship store was opened in 1999 in Mumbai. The company's focus on retail expansion and a strong brand presence helped it become a leading name in the Indian fashion industry.
- **Partnerships and Investments**: In 2006, the brand received a significant investment from Private EquityfirmTA Associates, which helped fuel its further expansion and growth.

[7]https://www.thehindu.com/features/metroplus/fashion/the-story-of-biba/article7869493.ece

Market Position:

Biba Apparel Private Limited is renowned for its contemporary approach to traditional Indian ethnic wear, offering a diverse range of stylish, affordable, and high-quality products that appeal to a wide demographic, from young professionals to older women seeking fashionable attire. With a robust retail network of over 500 stores across India, including exclusive stores, multi-brand outlets, and an expanding e-commerce platform, Biba maintains a strong market presence. The brand's product lineup features kurtas, salwar suits, lehengas, and accessories, known for vibrant colors, intricate prints, and stylish designs suitable for various occasions and festivals. Targeting the middle to upper-middle-class segments, Biba's extensive reach in tier-1 and tier-2 cities highlights its broad consumer base. Competing with leading ethnic wear brands like Fabindia, W, and Kalki Fashion, Biba stands out with its unique blend of traditional and contemporary styles and extensive retail network. The brand is also building its digital presence through its e-commerce site and online marketplaces, actively engaging in digital marketing and social media to expand its audience and enhance customer interaction. Additionally, Biba is gradually incorporating sustainability into its operations, focusing on ethical practices and eco-friendly materials as part of its commitment to responsible fashion.

Digital markting strategy:

Biba Apparel Private Limited employs a comprehensive digital marketing strategy to strengthen its market presence and effectively engage its target audience. The brand optimizes its e-commerce capabilities through a user-friendly website and partnerships with major online marketplaces, ensuring a seamless shopping experience. On social media, Biba actively showcases its latest collections, shares styling tips, and collaborates with influencers to reach a broader audience. Its content marketing includes fashion guides and blog posts designed to drive traffic and position the brand as a trendsetter. Email marketing provides personalized offers and updates, while paid advertising via Google Ads and social media targets specific customer segments to boost online traffic. Biba also emphasizes customer engagement through loyalty programs and encourages reviews to build trust. Data analytics are utilized to refine marketing strategies and maximize return on investment. Additionally, the brand highlights its sustainability efforts to appeal to environmentally conscious consumers, further enhancing its reputation and customer loyalty. This multifaceted approach helps Biba enhance its digital presence, drive sales, and foster long-term customer relationships.[8]

[8] https://www.slideshare.net/slideshow/biba-final-case-study-for-competition/204000256

Biba Apparel Private Limited measures the success of its digital marketing strategy through several key metrics:

- **Revenue and Sales Growth:** Monitoring increases in online sales and overall revenue driven by digital marketing efforts, including performance on the brand's website and third-party marketplaces.
- **Conversion Rate:** Tracking the percentage of website visitors who make a purchase, indicating the effectiveness of the e-commerce experience and marketing campaigns.
- **Customer Engagement:** Measuring social media interactions (likes, comments, shares), website traffic, and the reach and impact of influencer collaborations to gauge audience engagement.
- **Customer Retention and Loyalty:** Evaluating repeat purchase rates, loyalty program participation, and overall customer retention to assess long-term brand loyalty.
- **Customer Satisfaction**: Analyzing customer reviews, ratings, and Net Promoter Score (NPS) to understand satisfaction levels and gather feedback for improvement.
- **Return on Investment (ROI)**: Calculating the revenue generated from digital marketing campaigns compared to the cost of these efforts, including Return on Ad Spend (ROAS) to measure cost-effectiveness.

Biba Apparel Private Limited faces several challenges and opportunities in the dynamic fashion retail industry:

Biba Apparel Private Limited faces several challenges and opportunities in the competitive fashion industry. Key challenges include intense competition from both domestic and international brands, which pressures pricing and innovation, and the need to constantly adapt to rapidly changing fashion trends and consumer preferences. The company also grapples with supply chain disruptions, such as raw material shortages and logistical issues, which can impact inventory and operational efficiency. Additionally, the costs associated with digital transformation, including investments in e-commerce, data analytics, and digital marketing, require significant resources. Furthermore, increasing consumer demand for sustainable and ethically produced fashion places pressure on Biba to enhance its sustainability practices and transparency.

Despite these challenges, Biba has several growth opportunities. The expanding e-commerce market allows the brand to enhance its digital presence and drive sales through online platforms. Omnichannel retailing presents the chance to integrate online and offline shopping

experiences, improving customer satisfaction and boosting sales.[9] There is also potential for growth through the acquisition of new brands or collaborations with emerging designers, which can broaden Biba's market appeal. Investing in sustainability initiatives can attract environmentally conscious consumers and strengthen the brand's reputation. Additionally, leveraging technological advancements, such as AI and data analytics, can improve personalization, optimize inventory management, and enhance marketing strategies.

Case 3: Raymond

Brief History of Raymond

Raymond Limited was first incorporated as the Raymond Woolen Mill in 1925 near Thane Creek. Lala Kailashpat Singhania took over The Raymond Woolen Mill in the year 1944.

Ever since then they have been analogous with class, elegance and individuality which is evident in their men's fashion. In the year 2000, Mr Gautam Singhania was appointed Chairman and Managing Director of Raymond Limited. In 2015, Raymond became the first textile company in the world to produce Super 250s and innovative fabrics. Raymond with its 97-year-old expertise is a textile powerhouse with modern infrastructure and strong fibre-to-fabric manufacturing capabilities. Along with being reputed, it is the fastest-growing fashion fabric brand. Raymond offers an exquisite range of shirting and suiting fabrics across a plethora of options such as Worsted fabrics, Cotton, Wool blends, Linen and Denim. The ethnic culture, exquisite clothing and the comfort of couture in each of its brands - Park Avenue, Raymond Ready to Wear, ColorPlus and Parx Ethnix have proven beneficial and created a desirous space in your lives.

With the central theme of 'Go Beyond', the conglomerate has undertaken the project to build quality housing for all by introducing Raymond Realty and Home.

The Raymond Group has a significant hold over the B2B space through its garments business. With its presence in this sector and state-of-the-art, owned subsidiaries, they manufacture suits, trousers, shirts, and jeans for famous fashion brands throughout the world. Raymond has remarkable participation in the Denim Market, as one of the main producers and preferred suppliers of superior quality Ring Denim to some of the world's most prestigious jeanswear companies. 'Raymond Made to Measure,' which pioneered the original concept of bespoke apparel provides a luxurious service to discerning consumers who want to customize their appearance.

[9] https://www.slideshare.net/slideshow/biba-final-case-study-for-competition/204000256

The group has set a strong foot in this space through Ring Plus Aqua Ltd (RPAL). Raymond and its brands are also available in tier IV and V cities with over 1500 outlets scattered across 600 towns and a vast network of over 20,000 points of sale in India. Raymond is the largest integrated textile company in the world and exports its suits to more than 60+ countries including the USA, Canada, Europe, Japan and the Middle East. Driving an amalgamation of high fashion wear at par with the persona of the man, that's Raymond for you! Today, when one thinks of Raymond, one thinks of "A Complete Man!"[10] Recent Developments: In the 2000s and 2020s, Raymond expanded its portfolio through acquisitions and partnerships. It launched new brands and entered different segments, such as home textiles and real estate. The company has also made strides in digital transformation and sustainability initiatives.

Market Position

Raymond Group navigates a range of challenges and opportunities in the textile and apparel industry. The company faces intense competition from both domestic and international brands, requiring it to continually adapt to shifting fashion trends and consumer preferences while managing significant costs associated with digital transformation and marketing technologies. Supply chain disruptions and economic fluctuations further complicate operations, and increasing demand for sustainability necessitates investment in eco-friendly practices. However, these challenges present opportunities for growth. The expansion of e-commerce offers Raymond a chance to enhance its online presence and sales, while omnichannel retailing can improve customer experience. Diversifying into new product categories and markets, including international expansion, can broaden its appeal. Embracing technological advancements and sustainability initiatives will not only improve efficiency but also attract environmentally conscious consumers and strengthen the brand's reputation. By addressing these challenges and leveraging these opportunities, Raymond Group can continue to strengthen its market position and drive success.

Digital Marketing Strategy:

Raymond Group's digital marketing strategy is comprehensive and multifaceted, aimed at enhancing its brand presence and engaging effectively with customers. The brand optimizes its e-commerce platform with a user-friendly website and leverages online marketplaces to broaden its reach. On social media, Raymond actively engages with audiences across platforms

[10] https://www.raymond.in/our-company/about-us

like Instagram, Facebook, and LinkedIn, sharing high-quality visuals of its collections, fashion tips, and targeted ads. The company also invests in content marketing, producing blogs and articles on fashion and lifestyle, and uses video content for product showcases and brand storytelling. This combined approach helps Raymond drive online sales, strengthen its market position, and build a robust connection with its audience, reinforcing its status as a leader in the textile and apparel industry.

Raymond Group measures the success of its digital marketing strategy through several key metrics:

- **Revenue and Sales Growth**: Tracking increases in online sales and overall revenue attributed to digital marketing efforts, including performance on the company's website and online marketplaces.
- **Conversion Rate**: Monitoring the percentage of website visitors who make a purchase, indicating the effectiveness of the e-commerce platform and marketing campaigns.
- **Social Media Engagement**: Measuring interactions such as likes, comments, shares, and follower growth on platforms like Instagram, Facebook, and LinkedIn to gauge audience engagement.
- **Email Marketing Effectiveness**: Evaluating open rates, click-through rates, and conversions from email campaigns to determine the success of personalized offers and updates.
- **Paid Advertising Results**: Assessing the performance of paid ads on Google and social media, including impressions, clicks, and conversion rates to measure ad effectiveness.

Challenges and opportunities:

Raymond Group faces several challenges and opportunities in the dynamic textile and apparel industry. Key challenges include intense competition from both domestic and international brands, which pressures pricing and market share, and the need to constantly adapt to rapidly changing fashion trends and consumer preferences. The costs associated with digital transformation and advanced marketing technologies can also be significant, and supply chain disruptions pose risks to production and inventory management. Economic fluctuations and increasing demands for sustainability add further complexity, requiring investments in eco-friendly practices and transparency.

However, these challenges come with opportunities. The growth of e-commerce presents Raymond with the chance to expand its online presence and drive sales, while omnichannel retailing can enhance customer experience by integrating online and offline shopping. Diversifying into new product categories or markets, including international expansion, can broaden the brand's appeal and growth potential. Embracing technological advancements and sustainability initiatives can improve operational efficiency, attract environmentally conscious consumers, and strengthen brand reputation. By navigating these challenges and seizing these opportunities, Raymond Group can enhance its market position and drive continued success.

Case 4: Levi's Strauss & Co.

Brief History of Levi's Strauss & Co.

In 1853, Levi Strauss, an immigrant from Bavaria, opened a dry goods company in San Francisco at the height of the California Gold Rush. While he was working, he recognized a need among hardworking people: clothes built to endure anything. He and tailor Jacob Davis combined copper rivet reinforcements with tough denim, leading to the first manufactured waist overalls in 1873. Today, we call them "blue jeans." What started as an invention for the American worker became the uniform of progress. Worn by miners, cowboys, rebels, rock stars, presidents and everyday men and women, these functional pieces were the clothes people not only worked in—they lived their lives in, too. But Levi's are more than that. They're the purest wearable form of authentic self-expression. They bear the markings of life, the shapes of our bodies, the memories of our adventures. Levi Strauss & Co. is one of the world's largest apparel companies and a global leader in jeans. We have some 500 stores worldwide, and our products are available in more than 100 countries. The Levi's brand is just part of our story. We're also home to Dockers, Signature by Levi Strauss & Co.™, Denizen and Beyond Yoga. [11]

Market position:

Levi Strauss & Co. holds a strong global position as a leading brand in the denim industry. Known for its iconic jeans and rich heritage since 1853, Levi's is synonymous with authenticity, quality, and timeless style. It dominates the premium denim segment and enjoys high brand recognition worldwide. With a robust presence in North America and Europe, Levi's is also

[11] https://www.levi.com/US/en_US/features/about-us?srsltid=AfmBOoqq9iSTgrx6pMfpS-MAqdETYvmVCIKABelp2WL4gBr8wZkalm2H

expanding in emerging markets, particularly in Asia, ensuring its continued relevance in the global apparel industry.

Levi Strauss & Co.'s success is measured through several key metrics:

- **Revenue Growth**: Levi's consistently tracks its annual revenue and profit growth, with a strong focus on maintaining healthy margins through premium pricing and cost management.
- **Market Share**: Levi's measures its dominance in the global denim market, especially in the premium jeans segment, comparing its performance against competitors.
- **Brand Equity**: The company's brand recognition, customer loyalty, and brand perception are critical indicators of its long-term success, with Levi's often ranked as a top global brand.
- **Product Diversification**: Levi's monitors its success in expanding its product range beyond denim, including apparel, accessories, and collaborations with other brands to attract diverse customer segments.
- **Sustainability Efforts**: Levi's evaluates its impact on sustainability, including reducing water usage, ethical sourcing, and eco-friendly materials, as these efforts increasingly influence consumer preferences and brand reputation.

Digital Marketing Strategy:

Levi Strauss & Co.'s digital marketing strategy focuses on creating a seamless and engaging customer experience across multiple platforms. The brand integrates its online and offline presence through an omnichannel approach, allowing customers to shop both in-store and online with ease. Social media plays a key role, with Levi's actively engaging its audience on platforms like Instagram, TikTok, and YouTube, often collaborating with influencers and celebrities to appeal to younger consumers. Personalized marketing is another core aspect, as Levi's uses data analytics to tailor promotions and product recommendations. The brand also emphasizes storytelling, leveraging its heritage and sustainability initiatives to create meaningful content that resonates with its audience. Additionally, Levi's prioritizes its e-commerce platform, optimizing it for mobile users and enhancing the shopping experience with tools like virtual try-ons and streamlined checkout processes, ensuring a smooth and personalized customer journey.

Challenges and opportunities:

Levi Strauss & Co. faces several key **challenges** in the evolving fashion industry. These include intense competition from fast-fashion brands like Zara and H&M, which offer cheaper alternatives, and supply chain disruptions that can affect production and delivery timelines. Additionally, shifting consumer preferences toward athleisure and more sustainable fashion pose challenges, as Levi's must adapt to maintain relevance. There is also increasing pressure to meet high sustainability standards, which can be costly, and the constant need to innovate in digital marketing and e-commerce to stay ahead of competitors.

However, the company also has significant opportunities**.** Levi's can further expand in emerging markets like India and China, where there is growing demand. The brand's focus on sustainability can strengthen its position as a leader in eco-friendly fashion, appealing to environmentally conscious consumers. Product diversification beyond denim, such as in outerwear and activewear, presents growth potential. Additionally, continued investment in digital innovation—such as AI-driven personalization and virtual try-on tools—can enhance its e-commerce platform. Finally, its direct-to-consumer strategy offers the opportunity for higher margins and closer customer engagement, contributing to long-term profitability.

Literature Review:

1. **Dr. S. Sivasankaran (2107)[12],** studied "Digital Marketing and its impact on buying behavior of youth", and concluded that,To conclude, the youth, their buying behaviour, their purchasing power, awareness about the products etc. have greater influence on the individual and family buying behaviour. As per the present National Youth Policy there are around 33 crore population in India is the youth in the age range of 15-29 years. They form a major portion of market segment in India. Every marketer must understand the psychology of these youth segment, so that they can be a successful marketer in the days to come in the competitive economy. The Digital marketing which has revolutionized the economy in general and marketing in particulars poses many threat and challenges to the marketer in the competitive market. Changing buying behaviour warrant the marketers to understand the youth in a better way to devise suitable marketing strategies to retain the present and to capture the potential market, so that the market can move on from the mere customer oriented marketing approach to Technological Customer Oriented Marketing approach in the near future.

[12]Sivasankaran, S. (2013). Digital marketing and its impact on buying behaviour of youth. *Hindu*.ISSN : 2348-6503 (Online) ISSN : 2348-893X (Print) Vol. 4 Issue 3 (SPL 1) Jul. - Sept. 2017 International Journal of Research in Management & Business Studies (IJRMBS 2017

2. **Gupta Amit K. & Srivastava V. (2023)[13],** studied "Modelling the impact of social media marketing for apparel brands: evidence from India" and concluded that, Social media has been widely acknowledged as a significant platform for different business activities. The study found that social media marketing activities of apparel brands with interactive and trendier contents would be proven effective, which would form favourable brand equity amongst the customers and eventually would result in customer loyalty. It also found that apparel brands' interactive and trendier social media marketing activities would form customers' willingness to pay a premium price if these activities are perceived as effective.

3. **Sharma S. (et al.) (2020)[14],** studied, "Social Media Activities and Its Influence on Customer-Brand Relationship: An Empirical Study of Apparel Retailers' Activity in India" and concluded that, In this digital era, the internet, and Social Media (SM) has had a radical impact on the shopping behavior of "costumers" The SM provides a platform where "costumers" are exposed to the best product with the best price along with reviews and opinions about the merchandise. This study was an attempt to explore the Social Media Marketing Activities (SMMA) that are being used for the marketing of fashionable products like apparel and to what level the SMMA activities of brands truly strengthen the relationship with customers and motivate purchase intention. It has become a significant tool that collaborates with businesses and people. It is concluded that the "costumer"-brand relationship does have a positive and statistically significant impact on consumers' purchase intention through SM.

4. **Tripathi P. & Dr. Mishra S. (2021),[15]** studied "Exploring the Determinants of Digital Marketing Using Exploratory Factor Analysis" and concluded that, Prior to the digital age neither the consumer nor the marketer were so empowered. The digital age has empowered both. On one hand the marketer has more means to reach to their customers, can design personalized advertisements, can place ads on different channels as per the need and measure the ROI on advertisement. On the other hand, consumers are empowered with information like never before. Today consumer is well aware of what to buy, how to buy and from where to buy. The digital age has revolutionized everything. Prior to the digital age, there were no clear numbers as to how many people advertising reached. Today it is very easy to know the number

[13]Gupta, A. K., & Srivastava, V. (2023). Modelling the impact of social media marketing for apparel brands: evidence from India. *International Journal of Internet Marketing and Advertising*, *18*(2-3), 242-262.

[14]Sharma, S., Singh, S., Kujur, F., & Das, G. (2020). Social media activities and its influence on customer-brand relationship: an empirical study of apparel retailers' activity in India. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(4), 602-617.

[15]Tripathi, P., & Mishra, S. (2021). Exploring the Determinants of Digital Marketing Using Exploratory Factor Analysis. *Indian Journal of Economics and Business*, *20*(2).

of consumers that were exposed to advertisement through various analytics. Today the number of internet users in the country are increasing at a fast pace.

5. **Arindaputri N. B. & Santoso S.(2023)[16],** studied "Analysis of the influence of digital marketing, brand image, and price perception on purchase intention and brand loyalty in Uniqlo apparel products" and concluded that, Nowadays online shopping industry is growing rapidly, and social media platforms are a major part of promotional activities for many companies in Indonesia. The research aims to examine the relationship between price perception, brand image and digital marketing variables and purchase intention and brand loyalty. Design research is a quantitative research using a survey method with a questionnaire; the sampling technique is purposive random sampling. Using a structural equation modeling approach with AMOS software and 303 respondents, results show that price perception corporate image, and digital marketing promotion activities have significant and positive effects on purchase intention, while brand image does not directly have a significant effect on purchase intention. Furthermore, purchase intention has a significant effect on brand loyalty.

Research Gap

Despite the growing significance of digital marketing in India's apparel sector, there is a limited body of research that comprehensively analyzes and compares the digital marketing strategies of the country's top branded apparel companies. Most existing studies either focus on global apparel brands or examine general marketing tactics in the Indian retail space, without delving into the specific digital techniques employed by leading apparel brands. Additionally, while digital marketing has been widely recognized for its potential to enhance brand visibility and customer engagement, there is insufficient empirical evidence on how it impacts consumer behavior and brand loyalty within India's apparel industry.

Previous research has often examined digital marketing trends in isolation, such as social media or SEO, but lacks a holistic view of the entire digital marketing ecosystem, including e-commerce integration, email marketing, and paid advertising. Moreover, limited attention has been given to performance metrics, emerging technologies, and the specific challenges that branded apparel companies face in optimizing their digital marketing strategies in India. The differences in digital marketing effectiveness across leading brands like Aditya Birla Fashion

[16]Arindaputri, N. B., & Santoso, S. (2023). Analysis of the influence of digital marketing, brand image, and price perception on purchase intention and brand loyalty in Uniqlo apparel products.

& Retail Ltd., Biba Apparel Pvt. Ltd., Raymond Group, and Levi's Strauss & Co. also remain largely unexplored.

This study aims to bridge these gaps by offering a detailed analysis of the digital marketing strategies adopted by India's top four branded apparel companies, identifying best practices, and providing insights into the unique challenges and opportunities in the digital apparel landscape. It will also explore how these strategies impact consumer behavior, brand loyalty, and long-term competitiveness, areas that remain under-researched in the existing literature

Objectives:

1. To introduce the top four branded apparel companies and their relevance in the Indian market.
2. To highlight the importance of digital marketing for brand visibility, customer engagement, and sales in the apparel sector.
3. To identify key digital marketing trends and techniques used by the apparelcompanies to differentiate themselves in the market.
4. To summarize the impact of digital marketing on consumer behavior and brand loyalty in the apparel industry.

Hypothesis:

H_o1: There is no significant difference in the effectiveness of digital marketing strategies among these top four branded apparel companies in India.

H_o2: The use of various digital platforms (social media, websites, e-commerce) has no significant impact on the top four branded apparel companies in India.

Scope of the Study

This study will analyze the digital marketing strategies of India's top four branded apparel companies. It will explore key channels like social media, SEO, content, and email marketing, along with e-commerce integration and paid advertising. The study will assess customer engagement tactics, emerging technologies, and performance metrics, comparing the brands'

strategies to identify best practices. Challenges and opportunities in the digital apparel landscape will also be discuss.

Statement of the Problem

In India's highly competitive apparel market, branded companies must effectively use digital marketing to engage customers and drive sales. However, there is limited understanding of how the top four branded apparel companies are utilizing digital channels and overcoming challenges in this space. This study aims to analyze their digital marketing strategies, identify key success factors, and suggest areas for improvement.

Significance of the study

This study will provide valuable insights into the digital marketing strategies of leading branded apparel companies in India. It will help businesses understand effective digital tactics to engage customers and improve their market presence. Additionally, the findings will offer guidance on optimizing digital campaigns, enhancing customer retention, and staying competitive in an increasingly digital marketplace. The study will also serve as a resource for industry professionals and marketers to navigate challenges and capitalize on emerging trends in the apparel industry.

Research Design & Methodology

Research Design:

A descriptive study will be undertake in order to know the digital marketing strategies of branded apparel companies with reference to Aditya Birla Fashion & Retail ltd., Biba Apparel Pvt. Ltd., Raymond Group & Levi's Strauss & Co.

Research Methodology:

Research Methodology is a way of systematically solving the research problem. Research Methodology deals with the research design used and Methods used to present the study. The present study is concern with theDigital Marketing Strategy of Branded Apparel in India: A Case Study of Top Four branded Apparel Companies.

Data collection:

Types and sources of Data:

The study will based on both Primary and Secondary Data.

Primary Data: The Primary Data will be collected from survey, Interview, Questionnaire, etc.

Secondary Data: The Secondary Data will be collected from Books, Journals, Reports, Published Documents, Articles, etc.

Sampling:

The selection criteria will based upon the data availability, convenience and the level of participation. Hence, the researcher choose convenience and purposive sampling for this study among the various sampling methods.

Sample Size:

Determining the appropriate sample size for a comparative study on the Digital marketing strategies of Branded Apparel companies in India. The sample of the present study consists of 50 each. The respondents will be segregated on the basis of different variables such as income, age, occupation, marital status, family size, academic qualification and annual saving.

Data Analysis:

The present study will use various tools of analysis depending upon the need and suitability of the data available and study the Digital Marketing Strategy of Branded Apparel in India: A Case Study of Top Four branded Apparel Companies.

Data Interpretation:

For Data Interpretation some manageable groups and tables will organize and such data will be classified into relevant and objective categories for better understanding and visualizing, data tables, charts and graphs, etc. will be used.

Limitations of the study:

1. The focus on only four companies limits the generalizability of the findings to the broader apparel industry.
2. Rapid changes in digital marketing trends may render the analysis quickly outdated.
3. Limited availability of public data on specific digital marketing metrics may affect the depth of the analysis.

Tentative Chapterisation:

Chapter I	**Introduction and Review of Literature**
Chapter II	**Digital Marketing Strategies of Apparel**
Chapter III	**Marketing Strategies adopted by Top four branded apparel Companies.**
Chapter IV	**Comparative study of ABFR Ltd., Biba Apparel Pvt. Ltd., Raymond and Levi's Strauss & Co.**
Chapter V	**Data Analysis & Hypothesis Testing.**
Chapter VI	**Conclusion, Findings and Recommendations.**

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